

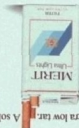
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMMERCE, INC.
Ad No. 539-D3 - (SUBJECT OF LIGHT) - Req. No. M14529 - Page, 4/C - (7 x 10 inches)
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National Size Magazines, 1989
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We shed a lot of flavor on the subject of light.

Most ultra low tar cigarettes are a compromise:
low tar, and low taste. Some compromise! Only Merit has
figured out how to deliver low tar and great flavor in an ultra light cigarette.
Perhaps that's why we're America's fastest growing ultra light.
Is that the sound of a light going on in your head?

Enriched Flavor,[™] ultra low tar. A solution with Merit.



Merit Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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King: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.



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